

## **REMARKS**

Applicants cancel claims 1-40 without prejudice and submit pending claims 41-46 to more clearly recite the features of the invention. No new matter has been added.

Claims 1-40 were rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent Application Publication No. 2003/0014213 to Yokota in view of U.S. Patent Application Publication No. 2003/0060214 to Hendrey et al.

Even assuming, arguendo, that it would have been obvious to one skilled in the art at the time the claimed invention was made to combine Yokota and Hendrey et al., such a combination would still have failed to disclose or suggest,

“[a]n information distribution service providing system which has a server system and at least one information provider terminal connected to the server system, for distributing information designated by an information provider, via a network from the server system to mobile information terminals of service users for which utilization of an information providing service has been registered, wherein  
said information provider terminal includes means for designating, to the server system, information for distributing, an information distribution region and attributes of service users; and  
said server system includes:  
calculation means for calculating, based upon position information from service users for which utilization of an information providing service has been registered, a distribution density of service users who have said attributes for each zone in the information distribution region designated by the information provider;  
means for distributing preferentially the information designated by the information provider to mobile information terminals of service users who have said attributes and are present in the zones of high distribution density;  
means for accepting and storing reaction of the service users to the distributed information;  
means for analyzing the accepted user reaction; and  
means for statistically processing results of the analysis and outputting a report,” as recited in claim 41. (Emphasis added)

Accordingly, Applicants respectfully submit that claim 41, together with claims 42-44 dependent therefrom, is patentable over Yokota and Hendrey et al., separately and in combination, for at least the foregoing reasons.

Correspondingly, even assuming, arguendo, that it would have been obvious to one skilled in the art at the time the claimed invention was made to combine Yokota and Hendrey et al., such a combination would still have failed to disclose or suggest,

“[a]n information distribution service providing system which has a server system and at least one information provider terminal connected to the server system, for distributing information designated by an information provider, via a network from the server system to mobile information terminals of service users for which utilization of an information providing service has been registered, wherein  
said information provider terminal includes designation means for designating, to the server system, location of the information provider and attributes of service users to whom information is to be distributed; and  
said server system includes:  
means for storing the location of the information provider;  
means for storing position information from the service users for which utilization of an information providing service has been registered;  
a calculation portion for calculating, for each region based upon the position information, distribution density of the service users who have said attributes designated by the information provider terminal;  
means for estimating distance between a region with high distribution density and the location of the information provider; and  
means for notifying the region with high distribution density to the information provider terminal if said distance is shorter than a set distance; wherein the service provider delivers, via the server system, the information to the service users who have said attributes and are present in the notified region with high distribution density,” as recited in claim 45.  
(Emphasis added)

And accordingly, Applicants respectfully submit that claim 45, together with claim 46 dependent therefrom, is patentable over Yokota and Hendrey et al., separately and in combination, for at least the foregoing reasons.

In view of the remarks set forth above, this application is in condition for allowance which action is respectfully requested. However, if for any reason the Examiner should consider this application not to be in condition for allowance, the Examiner is respectfully requested to telephone the undersigned attorney at the number listed below prior to issuing a further Action.

Any fee due with this paper may be charged to Deposit Account No. 50-1290.

Respectfully submitted,

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